CLAIMS:

- 1. In combination with a media disc having a label face, a media retrieval face and a central aperture extending between said faces, a flexible wrapping covering both said faces and extending through the aperture to seal the media disc.
- 2. The combination of Claim 1 wherein the flexible wrapping comprises an upper sheet covering the label face and a lower sheet covering the media retrieval face, wherein the upper sheet is attached to the lower sheet at the disc aperture and wherein neither the upper sheet nor the lower sheet extend fully across the aperture.

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- 3. The combination of Claim 2 wherein the upper sheet is secured to the lower sheet at a periphery of the media disc.
- 4. The combination of Claim 2 wherein the flexible wrapping is a shrink-wrapped and wherein the upper sheet is attached to the lower sheet at the disc aperture by heating.
- 25 5. In combination with the combination of Claim 1, a beverage cup lid having a central boss passing through the central aperture of the media disc.

- 6. The combination of Claim 5 wherein the central boss has a protrusion over which the media disc snaps to secure the media disc to the lid.
- 5 7. The combination of Claim 6 wherein the central boss has a slitted opening through which a straw can pass.
- In combination with the combination of Claim 1, a
 beverage cup lid having a peripheral lip within which the
 media disc snaps to secure the media disc to the lid.
 - 9. The combination of Claim 8 having a slitted opening through which a straw passing through the central aperture; of the disc can pass.

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